



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS & ECONOMICS**

**UNIVERSITY EXAMINATION FOR BACHELOR DEGREE LOGISTICS AND  
SUPPLY CHAIN MANAGEMENT/BBA**

**4RTH YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR**

**MAIN CAMPUS**

**COURSE CODE: BEB 1405/ BAB 1413**

**COURSE TITLE: Entrepreneurship And Small Scale Business Management**

**EXAM VENUE:**

**DATE: 05/12/2022**

**EXAM SESSION: 15.00-17.00PM**

**DURATION: 2 HOURS**

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**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Candidates are advised not to write on the question paper**

## QUESTION 1

1. a) Discuss briefly, five factors which affect Entrepreneurship Development-

**10 Marks**

b) As a new entrepreneur, identify five approaches you would use to become a successful owner manager- **5 Marks**

c) Describe functional uses of a good business plan? **10 Marks**

d) Suggest five reasons why female owned enterprises face more growth challenges than those operated by male counterparts

e) Discuss the characteristics of five groups of people who are likely to fail as entrepreneurs- **5 Marks**

## QUESTION 2

a) Demonstrate your understanding of MAIR model of business start-up -**5 Marks**

b) Describe how it can help in enhancing business sustainable competitiveness **8 Marks**

c) Identify five causes of business failure -**7Marks**

## QUESTION 3

a) **Entrepreneurs are born and not made. Discuss using psychodynamics and psychosocial theories of entrepreneurship 10 Marks**

b) **Differentiate between an entrepreneur and a business owner- 4 Marks**

**Suggest 3 advantages and 3 disadvantages of self-employment- 6Marks**

## QUESTION 4

a) Identify five socio economic benefits that can be brought about by **Entrepreneurship to communities 10 marks**

b) A successful enterprise has seeds of its decline and death, discuss **10 marks**

## QUESTION 5

With reference to your own subject area discipline: -

a) Explain five possible reasons why entrepreneurship program is important for developing countries?  
**10 Marks**

b) Discuss factors and practices which would make businesses to fail from perspectives of different stakeholders  
**10 Marks**